

AGENDA: January 28, 2003

8.1

CATEGORY: New Business

DEPT.: Community Services

TITLE: TheatreWorks Request for Downtown
Banners

RECOMMENDATION

Consider request for installation of downtown light pole banners on Castro Street by TheatreWorks and provide direction to staff.

FISCAL IMPACT

The Center for the Performing Arts receives approximately \$150,000 in annual revenue from TheatreWorks. The vast portion of this revenue is a result of the Center's percentage take of TheatreWorks ticket sales. Any marketing that may result in increased ticket sales for TheatreWorks has a positive and direct impact on Center revenue. TheatreWorks will bear all costs associated with fabrication and installation of the banners.

BACKGROUND AND ANALYSIS

The City has received a request from TheatreWorks, a Center for the Performing Arts Home company, to display new TheatreWorks banners on Castro Street (Attachment 1). These banners would replace all or a portion of the current Centennial banners between Dana and Church Streets. Banner design samples are included in Attachment 2.

TheatreWorks performs more than 160 dates in Mountain View and is looking to increase local visibility by extending their on-site marketing. In these economically trying times, they feel it is important to remind the community of the cultural opportunities available to them.

In discussions with TheatreWorks, they have proposed three options. The first option would replace half the total banners on both sides of the street between Dana Street and Church Street (3 blocks and 24 banners). Each pole would alternate between TheatreWorks banners and the City's. The banners would remain in place from June 2003 to May 2004.

The second option would replace banners on one side of the street between Dana Street and Church Street (3 blocks and 24 banners). TheatreWorks banners would occupy all poles on one side of the street. City banners would occupy all poles on the other side of the street. The banners would remain in place from June 2003 through November 2003.

The final option proposed would replace all City banners on both sides of the street between Dana Street and Church Street (3 blocks and 48 banners) with TheatreWorks banners. The banners would remain in place for three months from June 2003 through August 2003.

Option	Banner Number	Location	Duration
One Castro between Dana and Church Streets	24 2/pole	Alternating poles on both sides of Castro Street	12 months June 2003 through May 2004
Two Castro between Dana and Church Streets	24 2/pole	All poles on one side of Castro Street	6 months June 2003 through November 2003
Three Castro between Dana and Church Streets	48 2/pole	All poles on both sides of Castro Street	3 months June 2003 through August 2003

According to Chapter 22, Article II, of the Municipal Code, banners of this type are allowed by permit only and may not be posted for more than 14 days. Banner requests may be approved or denied by the Community Services Director or his/her designee (Section 22.59). In the event a permit is denied, it may be appealed to the City Manager or his/or designee (Section 22.63).

To date, only the City has displayed banners on the Castro Street poles. To the best of staff's knowledge, no organization has ever requested this type of display. Given the request from TheatreWorks exceeds the 14-day posting period, would displace City-owned banners along Castro Street for some period of time (depending on the option selected), and would potentially set a precedent, it is being forwarded to Council for direction.

It is staff's recommendation that if the Council approves of this concept, the banners should be limited to half of the poles and limited to four months in duration. Additionally, staff would recommend that the Center for the Performing Arts logo be increased in its presence on the banner. Additionally, in considering policy for future requests, staff would suggest Council consider that there be a requirement that a banner have some direct linkage to a City service or facility.

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PUBLIC NOTICING—Agenda posting.

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Attachments: 1. Request from TheatreWorks
2. Proposed Banner Design Samples